



Haverhill Area Working Party 13 January 2011

Haverhill Town Centre Management: Use of New Haverhill Photographic Resource

1. Purpose of the Report

- 1.1 On 11 November 2010, the Working Party approved the collection of images selected to be used to promote Haverhill. The purpose of this report is for the Working Party to agree to the production of 1,000 glossy postcards using images from the collection and to delegate the development of a programme for the use of the new Haverhill Photographic Resource to the Town Centre Manager with support from the Communications Unit.
- 1.2 This report also provides the results of the 'top ten' images voted for by the Working Party.

2. Proposed uses

- 2.1 The images could be used for the following:-
- (a) corporate presentations;
 - (b) displays;
 - (c) banners;
 - (d) newsletters;
 - (e) Haverhill Area Working Party (HAWP) meeting papers;
 - (f) flyers; and
 - (g) in Community Spirit, when appropriate.
- 2.1.2 A link can also be added to the Borough Council's website to the gallery of pictures.
- 2.1.3 Partners/agencies/community groups who work in Haverhill and promote it, can be informed about the availability of a new Haverhill Photographic Resource and be requested to put the link to these images in their e-signature.
- 2.1.4 Discussions can be held with partners to use the Resource, including:-
- (a) Haverhill Town Council;
 - (b) Haverhill Arts Centre;
 - (c) Haverhill-UK online;
 - (d) *'TheBestOfHaverhill'*;
 - (e) Chamber of Commerce;
 - (f) Haverhill Enterprise;
 - (g) Mid-Anglia Enterprise Agency (MENTA);

- (h) Suffolk County Council (SCC);
 - (i) West Suffolk College (WSC);
 - (j) Samuel Ward and Castle Manor Upper Schools;
 - (k) Registered Social Landlords (RSLs) including Havebury Housing Partnership;
 - (l) the voluntary agencies; and
 - (m) others which may emerge in future, to encourage them to use a picture a month on their website home pages.
- 2.1.5 A CD of these images and those on the CB9 website can be sent to the Chamber of Commerce, *'TheBestOfHaverhill'*, Haverhill Echo, Haverhill Weekly News and Haverhill-UK online to enable the images to be used in promotional activities.
- 2.2 It is acknowledged that different agencies will favour different images for their own purposes on different occasions.
- 2.3 The above is not an exhaustive list; suggestions for wider dissemination of the images will be welcome from all partners over time.
- 2.4 Now the Queen Street Gates are illuminated, The Design Office will take night time shots of the Gates and around town.
- 2.5 Taking into consideration the Working Party's preference for a montage of images, a low resolution postcard has been produced to give an example of how the postcard may look. A copy of this 'mock up' will be available at the meeting for Members to view. The final version could include one or more of the night time images when these are available.
- 2.6 1,000 copies of a glossy, full colour postcard can be printed by the Borough Council's designated partner, Suffolk County Council Design and Print at a cost of £240. This cost is included within the previously approved budget of £3,500 for the images. 500 copies would cost £230.
- 2.7 The Design Office will:-
- (a) insert the CB9 logo on each image;
 - (b) update the website;
 - (c) set out the need for the CB9 branding to be displayed and where (as a condition of use);
 - (d) provide copies of the night time images;
 - (e) edit and add these to the collection; and
 - (f) provide the printers with the final choice of high resolution images, for a discounted rate of £195. Again this cost is included within the amount originally approved.
- 2.8 It is proposed that the following distribution channels for the postcard be used:-
- (a) HAWP Members;
 - (b) Borough Council offices;
 - (c) Tourist Information Centres;
 - (d) Haverhill Arts Centre;
 - (e) Town Centre Management; and
 - (f) Haverhill shops, businesses and partners.

2.9 By the closing date of 6 December 2010, four Members had responded with votes for their 'top ten' favourite images. The votes showed a consensus for fourteen of the images which were particularly favoured. Twelve other images each received one vote each. These were:-

Joint 1st : Nos. 12, 35, 37;
Joint 2nd : Nos. 1, 2, 34, 38, 71, 72, 99; and
Joint 3rd : Nos. 3, 6, 45, 86.

These photographs scored one vote each: Nos. 6, 20, 22, 24, 27, 40, 41, 49, 62, 81, 91, 105.

3. Recommendations

3.1 It is **RECOMMENDED** that:-

- (1) 1,000 glossy postcards be produced by Suffolk County Council Design and Print at a cost of £240 allocated from within the previously approved budget of £3,500 for the Haverhill Photographic Resource, as outlined in Section 2.6 of Report B403;
- (2) a final choice of high resolution images also be provided to the printers at a cost of £195, which would also be met from within the existing budget, as outlined in Section 2.7(f) of Report B403;
- (3) a montage of images selected by the Working Party, as detailed in Section 2.5 of Report B403 be included in the collection; and
- (4) the Town Centre Manager, with the support of the Communications Unit be asked to develop a plan for the use of the Haverhill photographic material, as set out in Section 2.1 of Report B403.

For further information, please contact:-

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